

ARC920000029US1
09/668,632REMARKS

This amendment is in response to the Examiner's Office Action dated 7/13/2004 and further in view of the interview of 11/17/2004. Applicants are especially appreciative of the examiner for forwarding his suggestions regarding proposed amendment language. This amendment should obviate outstanding issues and make the remaining claims allowable. Reconsideration of this application is respectfully requested in view of the foregoing amendment and the remarks that follow.

STATUS OF CLAIMS

Claims 1, 2, 5, 7, 9-12, 14, 15, 18, and 19 are pending.

Claims 1-2, 5, 7, 9-12, 14-15, and 18-19 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Dustin et al. (USP 6,496,857).

OVERVIEW OF CLAIMED INVENTION

A system and method for improving the effectiveness of web advertising by allowing a user to return and request a previously displayed advertisement that appeals to the user. Generally, the system employs an intelligent browser cache maintained within a user's terminal to keep web pages in cache and maintains information about hyperlinks contained therein. Furthermore, the system allows for storing advertisements in a bookmark memory without clicking on the ads. The bookmark memory is either permanently maintained or temporarily stored for a predetermined period of time in the user's terminal to allow the user the ability to view stored ads at a later time. The system further includes an algorithm for computing the differences between previously viewed pages stored in the intelligent browser cache and a new

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page (currently viewed page) in terms of their hyperlinks. Presented to the user, in separate windows, are ads from both new and previously viewed (old) pages to aid the user in deciding whether to click and visit a different page or to save the displayed page for later use. Finally, the system permits the user to request ads previously displayed at a particular position by pointing (with a mouse) to the current ad at such a location.

REJECTIONS UNDER U.S.C. §103(a)

An agreement was reached during the interview of 11/17/2004, with respect to the amendment of the independent claims. The examiner suggested that applicants' file a proposed amendment based on the interview of 11/17/2004. A proposed amendment was sent to the examiner via facsimile on 11/18/2004, and the examiner responded with proposed amendment changes via facsimile on 11/22/2004. As per the examiner's suggestion in the facsimile on 11/22/2004, independent claims 1, 11, 18, and 19 are amended to clarify applicants' invention.

As explained during the telephone interview of 11/17/2004, applicants contend that the Dustin reference fails to provide many of the limitations of the claimed subject matter, some of which are listed below:

Dustin explicitly or implicitly fails to provide for the specific limitation of calculating the differences between a new webpage and a previously viewed webpage in terms of associated hyperlinks, wherein ads associated with the new webpage and the previously viewed webpage are displayed at a remote terminal. Dustin merely discloses "shopping streams" (formed based on selecting ads into an online stream such as Lifestyle stream) and "substreams" (formed based on a query). Dustin mentions updating substreams or query based streams (see column 8, lines 26-46) and fails to disclose the calculation of a difference between a newly rendered webpage and a previously viewed webpage.

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Dustin explicitly or implicitly fails to provide for the specific limitation of a bookmark memory storing received ads, wherein the bookmark memory is either permanently maintained or temporarily kept for a predetermined amount of time;

Dustin explicitly or implicitly fails to provide for the specific limitation of displaying ads from the new page and the previously viewed webpage in one or more windows separate from a window displaying the revisited webpage; and

Dustin explicitly or implicitly fails to provide for the specific limitation of retrieving and displaying previous position specific ads upon receiving a selection of a corresponding position of advertising in the revisited webpage.

Hence, in view of the interview of 11/17/2004, and the arguments presented above, applicants respectfully request the examiner to withdraw the rejections to claims 1-2, 5, 7, 9-12, 14-15, and 18-19.

SUMMARY

As has been detailed above, none of the references, cited or applied, provide for the specific claimed details of applicants' presently claimed invention, nor renders them obvious. It is believed that this case is in condition for allowance and reconsideration thereof and early issuance is respectfully requested.

This Amendment is being filed with an extension of time for 2 months. The Commissioner is hereby authorized to charge the extension fee of \$430.00, as well as any deficiencies in the fees provided to Deposit Account No. 12-0010.

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If it is felt that an interview would expedite prosecution of this application, please do not hesitate to contact applicants' representative at the below number.

Respectfully submitted,

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